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**HART & VICK, INC.**      **Stone and Ely Streets**      **Rochester 4, N. Y.**



# Outstanding FLOWER SEEDS from Hart & Vick's spring stock . . .

## ALYSSUM—"Carpet of Snow"

A particularly good strain of this variety. Very large, pure white flowers on plants growing about 4 inches tall, with spread of 12 inches. Pkt. 15c— $\frac{1}{4}$  oz. 45c—1 oz. 1.25.

## ALYSSUM—"Royal Carpet"

All-American Winner, 1953. A companion for Carpet of Snow, both grow 4 inches tall and 4 inches wide. Bloom continuously from a few weeks old until season ends. Healthy and pest-free. Pkt. 25c—Large Pkt. 55c.

## DAHLIA—"Unwin Dwarf Hybrids"

Miniature single, semi-double and double flowers. Brilliant array of colors from pure white through cream, yellow, orange, salmon, pink, rose, purple and deep maroon. Plant grows about 20 inches tall. Starts blooming early in August, continuing until frost. Pkt. 25c— $\frac{1}{2}$  oz. 75c.

## LARKSPUR—"Imperial"

Double flowers in 3 to 4-foot spikes on plants that branch out from the base, making many flowering stems to each plant. Blue, Spine—Carmine King Improved—White King—Blend of Colors. Pkt. 20c— $\frac{1}{2}$  oz. 35c—1 oz. \$1.75.

## MARIGOLD—"Mammoth Mum"

Very popular, light yellow, chrysanthemum-flowered type. Giant flowers on long, strong stems on  $2\frac{1}{2}$  to 3-foot plants. Very satisfactory in the garden and for cutting. Pkt. 25c—Large Pkt. 55c.

## MORNING GLORY—"Heavenly Blue"

Hart & Vick's early-flowering strain. From July to

frost it produces masses of pure sky-blue flowers, delicately shading to white in the center. Vines grow 15 feet or more and are covered with light green foliage. Pkt. 15c— $\frac{1}{4}$  oz. 35c—1 oz. 95c.

## NASTURTIUM—"Glorious Gleam Hybrids, Mixed"

Blooms sweetly-scented, with colors varying from cream-yellow to deep golden yellow, orange, cerise, salmon, crimson and others with spots and markings. Semi-dwarf plant, often throwing out runners. Pkt. 15c—1 oz. 45c— $\frac{1}{4}$  lb. \$1.45.

## PETUNIA—"Color Blend of Bedding Varieties"

Special mixture of uniformly low-growing, very free-flowering varieties. This blend of six bright and distinct colors makes an exceptionally attractive planting in beds and borders. Pkt. 15c—Large Pkt. 45c— $\frac{1}{16}$  oz. 65c.

## PETUNIA—"Carnival Mixture"

Mixture of all Petunia colors and intershades. Large flowers, some ruffled, some fringed. Outstanding for even height and hybrid vigor, yet plants are dwarf and compact. Pkt. 50c—3 Pkts. \$1.25.

## PORTULACA—"Double, Mixed Colors"

This charming, little, hardy annual is unrivaled for brilliancy. Nothing prettier for beds, edging, rock work, etc. Double, rose-like flowers in many brilliant colors. Pkt. 20c— $\frac{1}{16}$  oz. 50c— $\frac{1}{4}$  oz. \$1.50.

## SNAPDRAGON (ANTIRRHINUM)—"Giant Ruffled Tetra Snaps"

A new race of Snapdragons created by treating normal

flowers with the drug colchicine. Each plant produces several stems with larger flowers, thicker ruffled petals, fuller spikes—with more flowers open at one time on heavier stems and sturdier plants. MIXED COLORS: Pkt. 25c—Large Pkt. 50c.

## SWEET PEA—"Little Sweetheart"

Compact plants 8-inches high, requiring no supports. Spenser-type flowers borne in profusion at one time on heavy stems and sturdier plants. MIXED COLORS: Pkt. 40c—3 Pkts. \$1.00.

## ZINNIA—"Cut and Come Again"

Very double but gracefully formed flowers of medium size about 2 $\frac{1}{2}$  inches across. Petals of heavy texture; slightly quilled center. Strong, stiff stems 15 inches long. Thrifty, branching plants bearing an abundance of bloom from mid-summer until frost. MIXED—choice blend of colors—a real rainbow mixture. Pkt. 15c— $\frac{1}{8}$  oz. 35c— $\frac{1}{4}$  oz. 55c—1 oz. \$1.45.

## ZINNIA—"Giant Rainbow Blend"

A delightful mixture of all name kinds of giant-flowering zinnias—in proper color proportions to give a glorious display. Pkt. 15c— $\frac{1}{8}$  oz. 35c— $\frac{1}{4}$  oz. 60c—1 oz. \$1.75.

## ZINNIA—"Lollipop"

Handsome little bushes 18 inches high, covered from mid-summer to late fall with small, very double flowers in all colors. Make fine beds and showy borders. Very popular as a cut flower. MIXED—a well-balanced mixture of colors. Pkt. 15c— $\frac{1}{8}$  oz. 25c— $\frac{1}{4}$  oz. 50c—1 oz. \$1.35.

# Choice Hart & Vick VEGETABLE SEEDS . . . known for productivity

## BEANS—"Pencil-Pod Black Wax"

The best round-pod wax Bean. Pods are about 7 inches long, round and very fleshy. Stringless at all stages of growth, always brittle, fine grained and tender. Pkt. 15c— $\frac{1}{2}$  lb. 45c—1 lb. 80c—5 lbs. \$2.75.

## BEANS—"Tendergreen"

Straight, tender pods, 6 $\frac{1}{2}$  inches long, completely stringless and of the very highest quality. A very heavy and early yielder of stringless pods of top flavor. Pkt. 15c— $\frac{1}{2}$  lb. 40c—1 lb. 75c—5 lbs. \$2.75.

## BEEFS—"Detroit Dark Red"

The most popular table and canning Beet. Our special strain is more uniform in shape and color than the old Detroit Dark Red. Tops and taproots are small and the leaves dark green shaded red. The roots are round, smooth and very dark red in skin and flesh. Unsurpassed for tenderness and sweetness. Pkt. 15c—oz. 40c— $\frac{1}{4}$  lb. 85c.

## CARROTS—"Tendersweet"

The 7-inch roots taper from the shoulder to a rather blunt end. Deep orange-red skin and fine-grained, orange flesh with practically no core. Pkt. 15c— $\frac{1}{4}$  oz. 30c—1 oz. 50c— $\frac{1}{4}$  lb. \$1.10.

## CARROTS—"Nantes Improved (Coreless)"

One of the very best long, slender carrots. Roots 7 to 8 inches long, smooth and blunt ended, almost cylindrical in shape and bright orange in color. Pkt. 20c— $\frac{1}{4}$  oz. 40c—1 oz. 65c— $\frac{1}{4}$  lb. \$1.35.

## CORN—"Golden Cross Bantam"

This is the highest quality Hybrid Sweet Corn that we have seen. Ears are about 8 inches long, with 14 rows of cream-colored kernels. Thrifty stalks, 4 to 5 feet tall, bearing two ears per plant. Pkt. 20c— $\frac{1}{2}$  lb. 45c—1 lb. 85c—5 lbs. \$3.35.

## CORN—"F-M Cross" (Sweet Corn)

Produces heavy yield of excellent quality, brightly colored sweet corn. Has small, well flavored kernels—closely packed. Pkt. 15c— $\frac{1}{4}$  lb. 40c—1 lb. 75c—5 lbs. \$3.15.

## CUCUMBERS—"Improved Long Green"

A standard variety for slicing and also for pickling. Vigorous and productive. Long, slender, dark green fruits with warts and spines well distributed. Popular for home and market gardens. Pkt. 15c—oz. 35c— $\frac{1}{4}$  lb. \$1.00.

## CUCUMBERS—"Early Surecrop"

All America winner—a new F<sub>1</sub> hybrid. Produces for a much longer time than ordinary kinds. Plant grows very quickly and is disease resistant. Cylindrical fruit about 8 inches long, with very blunt ends. Dark green with pure white flesh. Pkt. 25c—2 Pkts. 45c—3 Pkts. \$1.00.

## ENDIVE—"Full Heart Batavian"

The bright deep green leaves are broad, twisted and waved, with thick, nearly white midribs. The inner ones form a fairly solid, clustering head, which blanches beautiful white, crisp and tender. Fine for salads. Pkt. 15c— $\frac{1}{2}$  oz. 25c—oz. 40c— $\frac{1}{4}$  lb. 95c.

## LETTUCE—"Grand Rapids"

Our special strain is larger, stronger, lighter green and well curled. A quick-growing, hardy plant, not liable to rot and staying in condition several days. A loose-leaved variety with bright green, crimped leaves that will not wilt quickly after being cut. Pkt. 10c— $\frac{1}{2}$  oz. 20c—oz. 35c— $\frac{1}{4}$  lb. 95c.

## LETTUCE—"Salad Bowl"

Developed by the U. S. Dept. of Agriculture. A loose-leaf kind that is well named, for a head fills a salad bowl with a perfect rosette of rich green, very decorative

leaves, which are short, closely set, waved and notched. They hold their tenderness, flavor and quality over a long period. Pkt. 20c— $\frac{1}{2}$  oz. 35c—oz. 65c.

## PARSNIPS—"Model"

Smooth, clean, evenly tapered roots of an attractive creamy white color. Not quite so broad shouldered as the old Hollow Crown variety; a little longer and less abruptly tapered. Pkt. 15c—oz. 40c— $\frac{1}{4}$  lb. \$1.00.

## PARSLEY—"Champion Moss Curled"

A vigorous variety with dark green leaves, finely cut and curled. For home and market. Pkt. 15c—oz. 30c— $\frac{1}{4}$  lb. 85c.

## PARSLEY—"Paramount"

Dark green, triple curled, triangular leaves, 7 inches long and 4 inches across at the base. Stems 5 inches long. Very uniform in habit of growth. A great home-garden and market Parsley. Pkt. 15c—oz. 35c— $\frac{1}{4}$  lb. 95c.

## RADISHES—"Vick's Early Scarlet Globe"

We can recommend our fine strain to both home and market growers, for it runs very uniform. It is the best all-round Radish on the market. Tops are medium long and very strong. Roots are true olive shape, rich scarlet; flesh pure white, crisp, juicy and mild. Pkt. 10c—oz. 30c— $\frac{1}{4}$  lb. 75c.

## SQUASH—"Butternut"

A splendid winter Squash with bottle-shaped, medium-sized fruit of yellowish brown color. The outer shell is smooth and hard. Clear yellow flesh of fine texture, dry, sweet and of excellent flavor. The seed cavity is very small. Seldom bothered by borers. Pkt. 15c— $\frac{1}{2}$  oz. 35c—oz. 60c— $\frac{1}{4}$  lb. \$1.65.

## SWISS CHARD—"Ferdhook Giant"

Large, crumpled, thick, fleshy leaves, 10 inches wide and 24 inches long, with wide white midrib. The quality is excellent. Pkt. 10c—oz. 35c— $\frac{1}{4}$  lb. 85c.

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Good seed is the basic secret to successful gardening . . . and good, dependable seeds have been the secret to Hart & Vick's success.

The continuity of Hart & Vick's experience in supplying seeds to florists, farmers and gardeners throughout the Rochester area has been uninterrupted for over a century.

When you buy a package of any Hart & Vick seed you are getting the same tested, proven, high-quality seeds as sold to commercial growers.

## Hart & Vick's top LAWN SEED mixture . . .

### HIGHLAND PARK GRASS

A careful blending of outstanding re-cleaned, turf-making grasses including Bent grass. It will make a thick, deep-rooted, velvety evergreen sod that will hold moisture and remain fresh and green during the dry season in summer. The name "Highland Park" is a symbol of quality. 1 lb. \$1.75—5 lbs. \$8.50—10 lbs. \$16.70—25 lbs. \$41.00—50 lbs. \$80.50. If you wish Clover in your lawn, ask for "Highland Park with Clover" when ordering. Same quality—same price.

### HIGHLAND PARK SUPREME

Merion Blue Grass, basic seed in our "Highland Park Supreme," has become the symbol of absolute quality in lawn grasses throughout northeastern United States. Responding to popular demand, we offer a 100% perennial mixture. It contains 40% Merion Blue, along with the best Fescus and Bent grasses, to

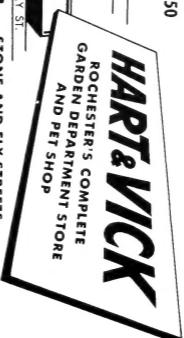
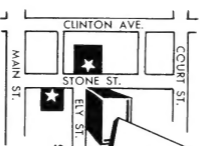
give a deep-rooted rich green turf. A little seed goes a long way—should be sown at the rate of 1 lb. to 500 square feet. 1 lb. \$2.80—5 lbs. \$13.75—10 lbs. \$27.00—25 lbs. \$66.25—50 lbs. \$131.00.

### VELVET LAWN GRASS

Velvet Lawn is a well-balanced, medium priced, quick-growing lawn seed mixture. It is a blend of grasses that will give you a good lawn in a remarkably short time. It contains 85% permanent grasses and 15% nurse grasses, which come up quickly to shelter the permanent grasses until they become established. 1 lb. \$1.25—5 lbs. \$6.00—10 lbs. \$11.70—25 lbs. \$28.50—50 lbs. \$55.50.

NOTE: When you build a new lawn, we recommend that you use 1 lb. of the above grass seed mixtures for every 200 to 250 sq. ft. of area to be seeded—except with our Highland Park Supreme. With this mixture, we suggest that you use only 1 lb. to 500 sq. ft.

HA 6-7250



STONE AND ELY STREETS

★ **FREE PARKING**, with \$2 purchases, in the Ramp Garage or Parking Lot across the street from Hart & Vick.

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see Hart & Vick”

